

DESERT DAWN

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فجر الصحراء



كليات التقنية العليا
HIGHER COLLEGES OF TECHNOLOGY



Dubai Women's College
Practicing the Future

Dubai Women's College

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20 YEARS

TEXT > **Dr. Howard Reed**



Dr. Howard Reed
Senior Director - Higher Colleges
of Technology
Director - Dubai Women's College

Most of the current students attending Dubai Women's College (DWC) were not born when DWC started in 1989. Most people in the world had never heard of Dubai and if they happened to visit it they would have found a rather sleepy city of a few hundred thousand people. Visitors would have encountered very few local Arabs and certainly would have found hardly any working local women.

As Dubai exploded on to the world scene, DWC was exploding on to the Dubai scene by providing young local women the opportunity to dream bigger dreams, discover new talents, build confidence and 'Practice the Future'. The first 15 graduates in 1992 were pioneers for the nearly 4,000 working DWC graduates who have changed the rules for local women in the workforce.

Where had this confidence, ambition, and talent been hiding and how did this 'miracle' called Dubai Women's College happen? The short answer is that two extraordinary visionary leaders, H.H. the late President Sheikh Zayed bin Sultan Al Nahayan and H.E. Sheikh Nahayan Mabarak Al Nahayan, Minister of Higher Education and Scientific Research, had the wisdom to provide the young people of the UAE with the opportunity and responsibility to prepare for a new era of development and globalization. These leaders inspired the DWC Team to help create a new generation of Emiratis and inspired the students to help create a new nation. I recall H. E. Sheikh Nahayan saying to me nearly 18 years ago, "Howard, DWC should be the HCT Flagship, it should be a world class institution for higher

learning and your graduates should be a new type of Emiratis." I never lost sight of those words.

DWC's 20 years of success is filled with rapid growth from 135 students to 2,200, employees from 25 different countries, many highlights and firsts, but the essence of DWC's success is attributable to five factors: 1) H.E. Sheikh Nahayan's continuous guidance and support; 2) our focus on student success; 3) students' desire for a slice of the future; 4) DWC Team's respect for and belief in our students, and; 5) our passion for doing everything better and using technology and partners to do it better. Without passion we would not have focused on the 'whole person', without the 'whole person' orientation we would not have focused on nutrition and fitness, without the habits of nutrition and fitness DWC graduates could not lead the way in combating heart disease and diabetes, and, and...

H.E. Sheikh Nahayan, every student, graduate and member of the DWC Team, should be proud of the value DWC has added to Dubai in 20 years. With our continued total commitment, our greatest contributions are yet to come. I would like to thank and congratulate all of you for helping DWC help Dubai find a sustainable future. I am deeply proud to have been the Director of this amazing College for 18 of those 20 years. My family and I will always cherish the opportunity to share this moment of history and learn from all of you

Thank you!

عشرون عاماً من النجاح الطريق إلى القمة

د. بهجت اليوسف

المدير المشارك- كلية دبي التقنية للطالبات

عشرون عاماً من مسيرة النجاح والثبات والإصرار على الريادة. كلية تقنية دبي للطالبات تتقدم بخطى ثابتة واثقة نحو استشراف المستقبل واستقرار مفرداته وتطبيقها على الواقع الذي ينتمي بإعزاز إلى أصالته وماضيه العريق.



Dr. Behjat Al Yousuf

Associate Director

Dubai Women's College

الكلية يثبتن هذا يوماً في مواقع العمل ومراكز اتخاذ القرار. ينقل مبنى الكلية الحالي بتصميمه الفريد حيث تتوسطه المكتبة وتتوزع في أرجائه المرافق رسالة الكلية في تعزيز الوعي البيئي والمجتمعي والاقتصادي والصحي والعالمي كذلك فإن الكلية تحرص على تنظيم برامج التدريب العملي. كما تنظم الرحلات الداخلية والعالمية للطالبات للتعرف على الثقافات الأخرى. بل ليكن سفيرات يحملن صورة الإمارات المشرفة إلى العالم كما تعمل الكلية على تكريس العادات الصحية والرياضية لدى طالباتها اللواتي يتميزن بالانضباط و الحرفية العالية في حياتهن العلمية والعملية.

من الكلية خرجت شعارات تبناها المجتمع وعمل وفقها فتكرست مفاهيم جديدة ساهمت في تغيير التوجه الفكري المنمط وساعدت على إعادة النظر في بعض المسلمات. بل إن الكلية أطلقت حملات التوعية الاجتماعية معلنة مسؤوليتها الاجتماعية وشراكتها في البناء وكما ارتقت الكلية بمستواها الأكاديمي إلى مصاف الجامعات العالمية بمنهجها المطروحة كذلك ارتقت بخريجاتها إلى المستوى العالمي الذي يجعل منهن مواطنات شريكات في المسؤولية الاجتماعية البناءة.

تهنئي الحارة في الذكرى العشرين لانطلاقة الكلية لخريجات الكلية ولكادرتها الذي حمل الرسالة وأدى الأمانة. وأدعو شركاء النجاح جميعاً لتوحيد الجهود من أجل البقاء والثبات على القمة بل والتطلع إلى قمم أعلى. وأثق بأن الأجيال القادمة ستنتقل بكلية دبي للطالبات نحو فضاء أرحب للنجاح.

مع تمنياتي للجميع بالتوفيق...

في الإمارات وفي دبي المدينة الغنية بالثقافات. والتي تسابق الزمن في بناء الإنسان. كما تسابق العالم في بناء مدينة حضارية تتفوق على نفسها إن لم تجد من تتفوق عليه. تطبع كلية دبي للطالبات بصمتها يوماً من خلال إنجازات خريجاتها على صفحة التفوق.

كلية دبي التقنية للطالبات كانت الصرح الأول وعلى مدى عشرين عاماً الذي عمل على تمكين المرأة وتزويدها بالمهارات التي تجعل منها رافداً قوياً من روافد النهضة.

دأبت الكلية منذ نشأتها على تكريس مفهومي الريادة والقيادة من حيث الجراءة في تبني استراتيجيات التعليم الحديث و المتفاعل الذي يعتمد الطالب مركزاً للعملية التعليمية وينتهج الطرائق المعتمدة في أعرق الجامعات والتي تركز على التطبيق العملي والتفاعلي مع ميادين العمل. باستخدام أحدث برامج التكنولوجيا.

من عدد قليل وبرامج محدودة. ومبنى متواضع. حوّلت الكلية في غضون سنوات إلى عملاق أكاديمي لا يُنافس يرفد سوق العمل بالخريجات المؤهلات وفق أحدث المناهج والمعايير وعبر رحلة التطور. توسعت الكلية لتطلق البرامج الجديدة وتضم إليها النخبة من الطالبات. واعتمدت أحدث مستجدات التكنولوجيا وأصبحت منبراً تكنولوجياً مرموقاً ومنصة ل طرح الأفكار والبرامج والآليات الإدارية والتربوية.

وبالتوازي مع المسار الأكاديمي التطبيقي في الكلية. تفتح الكلية لطلابها مسارا آخر يعزز لديهن مهارات القيادة من خلال ممارسة الأنشطة والهوايات ضمن نواد وتنظيمات مثل مجلس الطالبات الذي يشكل النواة الأولى لتدريب الطالبات على مفهوم العمل الجماعي المتفاعل كذلك أعلنت الكلية المرأة قيادية وتكنولوجية بامتياز وخريجات

DWC

a promise of excellence

TEXT > **Hamda Al Bastaki & Fatema Al Kamali**

It is very hard for students to always give more than what they can, but expecting more from students is the best way to prepare them for the real world. Dubai Women's College (DWC) focuses on making students graduate equipped with as many practical skills as possible to enable them to join the real world of work and compete with highly qualified people from all over the world. DWC provides its students with the opportunity to practice their future on campus.

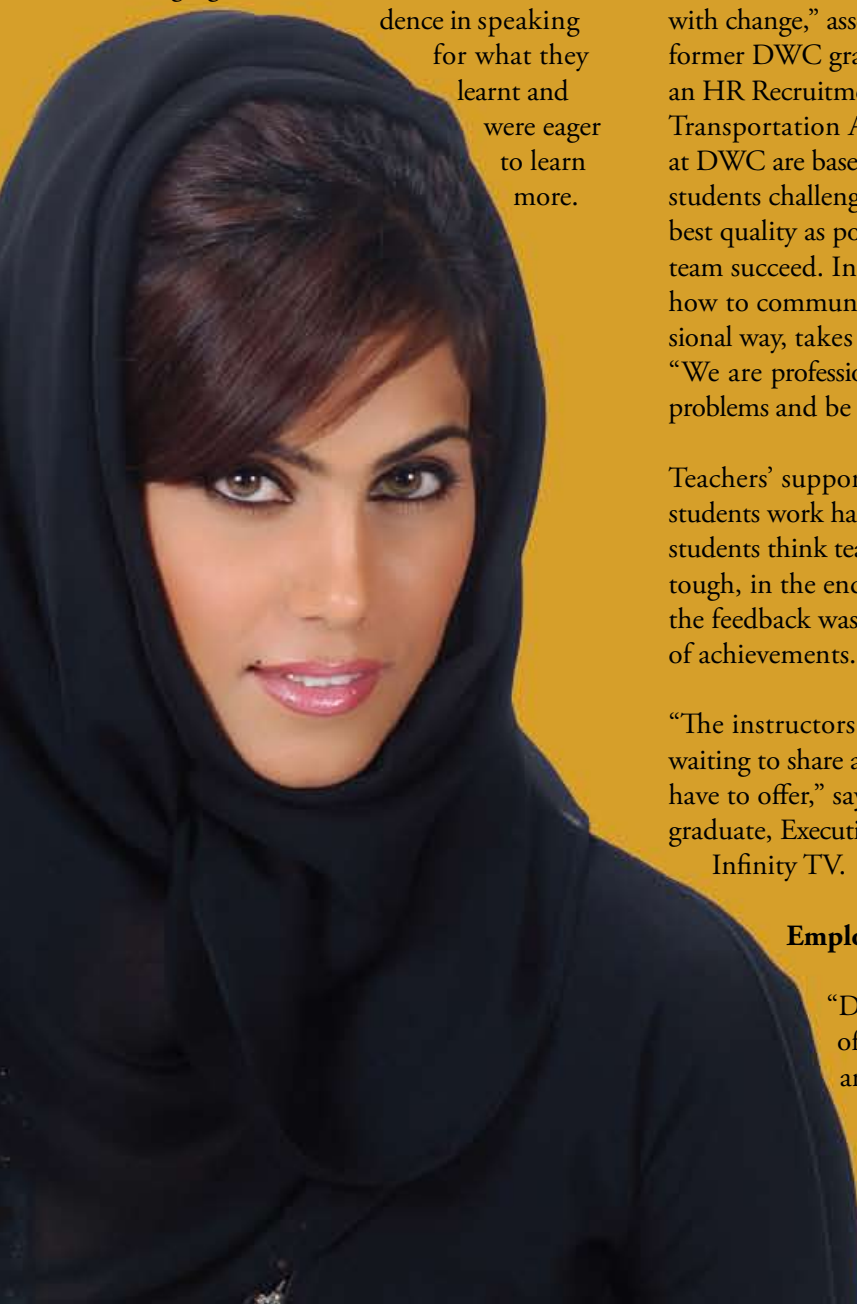
Experimenting Project-based Studies

The teacher comes in, gives a lecture, the students take notes, and the class ends. This is the style of teaching that DWC followed in the beginning just like all other educational institutes. But the problem was that students did not communicate with their teachers and classmates. Students used to learn different things about the subjects, but they never transferred the knowledge across other subjects. "DWC was influenced by constructivist philosophy, which believes that learning is a social activity, we learn best when we are doing practical things and when we create knowledge among ourselves," says Brian Keenan, Dean of



DWC's Foundations and Diploma Division. The management decided that the College needed much greater integration across the subjects. So nine years ago the College changed the typical style of teaching to project-based studies as an experiment.

According to Keenan, each project was created for a 10 week learning cycle, which included a topic or a theme that encompassed a set of activities that were done as group work. On the 10th week, students and teachers gave their feedback about the new style of teaching, on what worked well, what did not work, what they needed to change, and what they should continue doing. Within the learning cycle, they made sure students were developing many study skills with a big part focusing on research and communication skills. Teachers did not give answers directly; they made their students go look for answers. This way students were challenging themselves and had more confidence in speaking for what they learnt and were eager to learn more.



DWC's management, faculty and students believed this project-based study was more suitable for students to learn and come out as successful, ready to work employees. That is when DWC agreed on applying this style of teaching for the entire college.

Graduates' Experiences

At DWC, a student is given many responsibilities and tasks to complete from an early stage. In this teaching and learning methodology, students get to accept changes, be flexible and still meet deadlines.

DWC focuses on students' behavior as much as they focus on their learning outcomes. Students graduate with strong personalities, which makes them confident in many aspects of life. "When I compare myself to other employees at work I find myself outgoing, enthusiastic, cooperative and flexible with change," asserts Makiya Al Awadhi, a former DWC graduate, who now works as an HR Recruitment Officer – Road and Transportation Authority. Many of the projects at DWC are based on teamwork, which makes students challenge themselves to produce the best quality as possible to help the rest of the team succeed. In addition, a student learns how to communicate with others in a professional way, takes feedback and be responsible. "We are professional and know how to handle problems and be creative," Al Awadhi adds.

Teachers' support is important to encourage students work hard and succeed. Eventhough students think teachers' feedback are sometimes tough, in the end they feel proud and find out the feedback was leading them to the right path of achievements.

"The instructors are all talented people just waiting to share any and all information they have to offer," says Reem Al Tenaiji, a DWC graduate, Executive Producer of Al Reem Show, Infinity TV.

Employers' Experiences

"DWC and Higher Colleges of Technology (HCT) students are always on time," says Aisha

Continued page 26

CHALLENGES

throughout the 20 years

TEXT > **Shaikha Al Ayali**

“I am happy to announce that, with the support of H.E. Sheikh Nahayan Mubarak Al Nahayan, Minister of Higher Education and Scientific Research and Chancellor of the HCT, DWC will start admitting mature students as of next academic year,” announces Dr. Reed.

Opened in 1989, Dubai Women’s College (DWC) was the first Higher Colleges of Technology (HCT) college in Dubai and the Northern emirates. Located in an automobile show room near Abu Hail Center, DWC’s first building was an open space with only a handful of about 135 students coming from Dubai and the neighboring Emirates of Sharjah, Ajman, Umm Al Quwain and Ras Al Khaimah. The College initially opened its doors with only 20 faculty members, 6 classrooms and 2 computer rooms. “We had a small cafeteria, no auditorium and the parking lot could accommodate about 30 cars only,” notes Joaquim Pereira, Facilities Assistant at DWC.

Growing from a 100 to 2,200 students’ college in 20 years was a journey full of challenges that varied throughout the years including IT, gender and cultural, employment, financial and competition challenges.

IT Challenges

When DWC opened in 1989, it had no Internet. A small dialup network started in 1995. “We used to connect long distance to the U. S. A. (through a modem) if we wanted to use the internet, get immediately what we want and disconnect,” remarks Dr. Behjat Al Yousuf, DWC’s Associate Director. Students, therefore, had to work really hard to get information from any other resources other than books. According to Maureen Szulczewski, a DWC

English faculty, students back then “were the pioneers of higher education for women in the UAE. They set to themselves very high standards and worked hard to achieve those standards.”

Other IT challenges included the pricing issue of the laptops when the College first introduced them in August 2000. The price and the service offered to the students were not the greatest and the College learned a lot from the experience. “Twelve years ago, DWC had two IT technicians – there was no IT Services department, and there was very little organization to how and when problems were fixed,” notes Jamie Stewart, Dean, Business, Education and Learning Resources at DWC.

Gender and Cultural Challenges

The College faced several barriers to create its image in Dubai's community to support DWC's mission of educating young Emirati women and preparing them to join all kinds of workforces in Dubai. Gender and cultural challenges were a barrier since day one. DWC's plan was to become a place for young Emirati women to realize their potential and dreams. "One time we took the students to the Marriott Hotel to attend the American Business Counsel meeting where we wanted the students to talk about the College. It was a big challenge for the students who felt very nervous as the communities in which they live do not prepare them to be involved in such events," said Dr. Al Yousuf. Students were not used to such an exposure, and being role models was a challenge for them and their families as well.

Employment Challenges

The majority of students who joined the College in its early days had no interest in employment. Shankar Subramani, Accounting Faculty recalls one of his early years classes: "I went to my first classroom in 1991 and I asked the students how many of you are interested in working? Out of 17, two students said they would want to work." 20 years ago, working women was not a common scene in the UAE. The majority of families preferred to have their daughters stay home even after graduation.

Nowadays, however, the scene is totally different! DWC's graduates are all over the place. They work in all kinds of industries and are among the best achievers in the country.

Financial Challenges

Throughout the years, DWC experienced situations where its federally allocated budget was a barrier to admitting all qualified students. At times, the College was unable to accept students due to lack of funding. "This is one of the most stressful challenges," notes Dr. Howard Reed, Senior Director at the HCT and Director of DWC. He recalls the relatively recent (two years ago) case of H.H Sheikh Mohammed bin Rashid Al Maktoum –Vice President and Prime Minister of the UAE and Ruler of Dubai, stepping in to help the HCT admit all students who were denied admission to the Colleges due to lack of funds.

"H.H. Sheikh Mohammad provided the entire HCT with extra funds so the remaining students get to pursue their education and join their leadership in building the country," Dr. Reed remarks.

Due to budget obstacles, the College was very careful in its resource planning. Several years ago, it re-routed funds from other initiatives to provide only minimal levels of technology just to keep the laptop program moving forward. "Everyone - staff, Faculty, and administration were committed to the vision of one-to-one computing," Stewart asserts.

The situation is hopeful on DWC's 20th anniversary. "I am happy to announce that, with the support of H.E. Sheikh Nahayan Mabarak Al Nahayan, Minister of Higher Education and Scientific Research and Chancellor of the HCT, DWC will start admitting mature students as of next academic year," announces Dr. Reed.

Competition Challenges

20 years, DWC was among the first federal government institutes tasked with providing UAE National women high standards education. Today, DWC delivers top-quality education among stiff competition in Dubai. High school graduates have many higher education institutions available for them in Dubai. The increased competition in the education market introduced a healthy attitude and commitment among the DWC family to keep doing better day after day. The College today offers bachelor degrees to meet market expectations and to cater to most students' degree interests.

DWC succeeded at overcoming many challenges throughout the years. Many DWC's faculty members have been here for more than 10 years, know the students very well and are committed to the success of this institution. "One of the secrets behind the College's success is that management and staff take student's interests, background, inspirations, abilities, weaknesses, strengths and many other factors when they create courses," stated Dr. Ghassoub Mustafa, English Faculty at DWC.

YESTERDAY AND TODAY

a look into the future

TEXT > **Aisha Bin Obood & Hessa Al-Hamadi**

“10 years from today, I would like to see the College’s name changed to a university, I would like to see more of Science and Technology fields, and I would like to see the college as the center and the hub of innovation and research.”

*Dr. Behjat Al Yousuf
19 years with DWC*

“What you got to help me do is to create a new generation of Emiratis. This new generation has to be different; they have to have the right skills. They have to go out there and make things happen. They have to be connected to the future. I want you to create a world class college.”

These were the first words of a wise vision looking into the future, His Excellency Sheikh Nahayan Mabarak Al Nahayan, Minister of Higher Education and Scientific Research and Chancellor of the Higher Colleges of Technology (HCT) addressing Dr. Howard Reed, Senior Director at the HCT and Director of Dubai Women’s College (DWC). Hand by hand, and along with other unknown soldiers, they began the journey of DWC. Since its establishment in 1989, DWC grew over the past 20 years and flourished in every aspect pushing the boundaries and all expectations. “We were trying to educate young women, give them the confidence and the tools to go out and live a different kind of life and contribute to a country that absolutely needs them,” notes Dr. Reed.

The College was in a constant development

and working hard for the sake of providing what is best for its students. DWC’s role was to create a suitable learning atmosphere for students, where they can practice their future in the most effective way. This role was taken seriously, and below are some tracking points of where DWC was, where it is now and its futuristic destination.

The Campus

In the old days, DWC was placed in a small building in Hor Al Anz, (Deira). The three floors building had just 6 classrooms, small cafeteria, small library and two computer rooms. “The staff and the administration used to be placed in the first floor. The other two floors were for classrooms, small faculty area, IT support office for desktops repair and the library,” says Dr. Behjat Al Yousuf, Associate Director at DWC.

In 1998, DWC's new campus was built in Al Qusais, covering an area of 160,000 sq ft. The campus consists of seven blocks for different academic departments and one for administration. Other available facilities include the Auditorium, which can fit 1,000 students, a Lecture Hall, three floors library with an area of 47,750 sq ft. in the center of the campus, a Wellness Centre, large cafeteria, coffee shop, a Student's Centre, and a huge two floors Gymnasium filling an area of 59,800 sq ft. The College also has an internal parking area for more than 1,550 cars and a Shell Space (Free Space) of 88,000 sq ft. for coming plans.

Staff

The College started with around 20 faculty members and about 10 support staff. They cooperated to get all the work done. "One Week before the beginning of the first academic year, we used to stay every day until midnight putting all the furniture received for the new students, preparing computers with software, installing printers, distributing books near the class and making schedules," says Dr. Al Yousuf.

Now DWC has 249 faculty members on board from more than 22 countries. All of them are professionals and capable of providing students with high standards learning experiences.

Students and Graduates

DWC was the first HCT college in Dubai and Northern Emirates. Students would come from Dubai and the neighboring Emirates of Sharjah, Ajman, Umm Al Quwain and Ras Al Khaimah. "Yet we had only a handful of about 100 students," notes Joaquim Pereira, Facilities Assistant.

Today these numbers have increased. About 2,167 students are studying in different academic departments. On its 20th birthday, the College has over 5000 graduates. In fact, DWC had proven itself to the community in spite of the increasing number of its competitors. "Our name has its branding and success stories attached to it. Our graduates are still proving that they can make it," mentions Dr. Al Yousuf. These numbers will hopefully increase by time because "our students always insist on doing the best and that is what differentiates our graduates. They want to be winners, achievers and they try

to be number one. They have been winning awards, demonstrating they are capable of competing internationally, which is a remarkable thing to do," says Dr. Aisha Bilkhair, Supervisor of the Career Center at DWC. That is the main reason why more students are eager to be a part of DWC.

Academics

When the College started, it had only two Higher Diploma programs in Business and Information Technology (IT). The market back then had high demands for the two majors as Dubai was in its early phases of development.

Today, the College offers a large variety of academic disciplines including Business, Information Technology, Health Sciences, Applied Communications and Education programs. It offers the only internationally certified Paramedics program in the UAE. DWC also offers various degrees including Bachelor, and Diploma.

Technology

The College has been always conscious of the importance of using technology and exposing students to new skills. Even with its first group of students back in 1989, students were able to use some technology available that time regardless of the difficulties.

Proudly, DWC today is mastering the concept of blended learning, where technology and independent learning meet with class teaching. In addition, almost anywhere inside the campus, students will find themselves able to have access to the latest technology and equipment. The entire campus also is provided with wireless connection. This is to enable students to be connected to the internet, wherever they go with their laptops. Furthermore, students and staff are constantly able to communicate with each other, via various methods. Starting from emails, calendar sharing, instant messaging to cooperating through available websites.

Continued on page 26

"Sky is the limit, we are very proud of our graduates. I think they are the foundation; I look at it as a pyramid, and they are pushing us to go higher. I hope the HCT and DWC will maintain developing and growing to be more recognized as we always expect."

*Dr. Aisha Bilkhair
9 years with DWC*

OUR AWARDS

DWC's achievements

TEXT > **Ahlam Al Bannai and Hamda Anwahi**

Some people achieve great accomplishments in their lives leaving fingerprints of success wherever they go. It is not a difficult task to identify Dubai Women's College's (DWC) accomplishments throughout the past 20 years since they are many. Standing in the main DWC's lobby tells the story of an educational institution that has been making strikes of accomplishments since its birth in 1989.

DWC has a significant record of national and international awards received throughout the years. Going through the records, we found long lists of students, college and faculty awards.

Students Awards

DWC's creative and hard working students often receive awards for their excellent performance and accomplishments. In the past 5 years only, the list includes so many awards students received.

DWC worked really hard to receive these awards. Hind Al Hammadi, a current DWC student and the Director of Finding Mr. And Mrs. Right: Dubai Style movie, appreciates the resources provided by the College to all students which enables them to accomplish the best. "The College has provided us with great

and modern filming equipments that made our documentary turns to be one of the best documentaries screened at the Gulf Film Festival," Al Hamadi notes. 'Finding Mr. and Mrs. Right: Dubai Style' has won the second place for the best documentary category in the Gulf Film Festival.

DWC students received several scholarships from different organizations and universities. This year, Ameirah Al Dahmani has been selected as a Fulbright Grant nominee. And for the first time, DWC Applied Communications, Year Two students Salma Dalmook and Noaf Al Hammadi have been invited to attend the AGIdeas Design Conference 2009 in Melbourne, Australia, as a part of the organizing committee. Ahlam Albannai, Hind Al Hammadi and Latifa Al Karrany students from Applied

college awards

2005/06
IT Weekly Arab
Technology Awards

2005/06
EEG Paper Collection

2005/06
'Dubai the City that
Cares' Competition

2006/7
Won the Dubai Quality
Appreciation Award

2006/7
Emirates Environmental
Group- paper collection
campaign

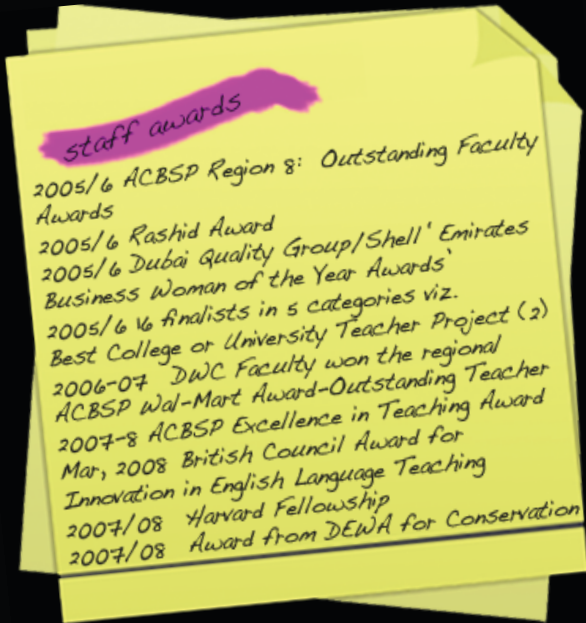
2006/7
DEWA - 'Saving Resources'

2006/7
The most cooperative
educational institution,
with the largest number
of winners

Communications Department, and Aisha Shukrallah from the Business Department were selected to participate in the Middle East Partnership Initiative, 2009.

Staff Awards

DWC staff have been receiving national and international recognition for their contributions to the students and the College.



College Awards

The College itself is the source of success and achievements. The best awards are the ones given to all of us. DWC has received significant number of awards from different people and organizations locally, and internationally.

A significant milestone in DWC's awards history happened in 2006 when the College won the Dubai Quality Appreciation Award, sponsored by the Dubai Department of Economic Development. According to Linda Duncan, DWC's Quality Improvement Coordinator, the award provides a powerful framework for enabling institutions to measure their business performance against world-class standards whilst addressing the requirements of modern organizations to achieve higher growth through leadership, innovation and continual performance improvement. DWC received the Dubai Quality Appreciation Award

as an acknowledgement for its efforts and focus on sustaining continual performance improvement.

DWC is still using the Dubai Quality Award framework to continue its journey to excellence. All these efforts are put in order to guarantee a successful future for DWC students and for the College itself that is driven by evidence-based decision-making to meet stakeholder needs and requirements. "DQA is a sustainable, holistic model that stimulates individual and organizational change. It embraces global levels of excellence and rewards best practices as well as allowing organizations to meet the challenges of tomorrow's market," Duncan asserts.

In conclusion, it is obvious that this huge number of awards that Dubai Women's College has received has been growing as a result of huge work and collective effort by the administration, faculty members, graduates and students. We, DWC students, have to continue the road to success and excellence started by DWC's early graduates.



DIFFERENCE

DWC graduates made to Dubai

TEXT > **Reem Ahli & Latifa Al Karrani**

On the 20th birthday of Dubai Women's College (DWC), students, employees, employers and other many community members celebrate the great difference the College has made to Dubai.



Nayla Al Kahaja

One of the most noticeable areas DWC made a difference to is the employment of UAE National women in various industries and sectors in Dubai.

Employers who worked with DWC graduates have seen and experienced the quality DWC delivers to Dubai's markets. As a result, there has been a growing demand among employers for DWC graduates to fill different positions in Dubai's diversified work industries. "DWC seeks to make a positive change in the status of women employment by enhancing their potential to help them confront present and future challenges, and strongly contribute to different aspects of life including family and professional life," asserts Dr. Howard Reed, Senior Director at the Higher Colleges of Technology (HCT) and Director of DWC.

In this feature, we will be examining and reviewing a brief history of the difference that has been made in the public (government and semi-government) and private sectors.


Public Sector

The public (government and semi-government) sector of Dubai plays a significant role in the development of UAE National employment. DWC has made a difference to the growth and development of the public sector in terms of increasing numbers of employees who had previously graduated from the College and joined the sector.

According to the UAE Ministry of State and Federal National Council Affairs, Government employment of Emirati women has increased from 11.6% in 1995 to 66% in 2007 according to UAE Ministry of State and Federal National Council Affairs. Nowadays, it is normal to see women working in the government industries unlike before. In 1992, when the first graduates of DWC were ready to join the workforce, they got resisted, because it was not a common thing to see National Emirati women working even in the government sector, and many people did not accept the new phenomenon. According to the United Nations Development Program,



Muna Al Marri



2007, women nowadays occupy nearly 60% of the government sector employees with nearly half that figure in higher-level positions. Mona Al Ali, a former DWC graduate and HR Manager-Administration & Emiratization at Dubai Duty Free Department, believes that the “strategy that DWC is using has made me a stronger women. I am a more mature thinker and have a unique way of dealing with obstacles and achieving my targets,”. Holding such a senior position at a government entity was not easy for Al Ali who believes DWC played a major role in it.

The employment of DWC graduates has been increasing gradually in the semi-government sector because it is safer, reliable, and has more stability compared to the private sector. The percentage of DWC graduates employed in the semi-government sector is 18% in the year 2004-2006. DWC graduates have proven themselves in this sector. For example, Mona Al Marri is a DWC graduate who has proven herself in the field. She is the Chair of Dubai Women’s Establishment, a Board Member of Dubai Media Incorporated, the Vice President of Dubai Ladies Club, a Board Leader of the Young Arab Leaders, and has played a leading role in establishing the Dubai Shopping Festival. Desert Dawn reporters made an effort to interview Al Marri who was unavailable for she has just gave birth to her first baby girl.

Private Sector

The private sector has become as a magnet that attracts UAE National women for it offers competitive employment packages. The number of DWC graduates working in the private sector in 2004-06 is 53%. There has always been a stereotype of non-flexibility and high expectations packaged against Emirati women employees. The private sector, in particular used such stereotypes as an excuse not to hire Emirati women. But DWC graduates have changed those stereotypes by joining this sector, and occupying senior positions. Nayla Al Khaja, a former DWC graduate, is the first film producer in the UAE and the Chief Executive Officer of D-seven Motion Pictures and D-seven FZ LLC, marketing and design agency.

“Working in the private sector has pushed my boundaries, because it is a very competitive sector and prepared me well to start my own business,” Al Khaja explains.

DWC succeeded in increasing the number of Emirati women in Dubai’s workforce. “Throughout the 20 years, DWC has been a vital part of the society and it managed to cover a massive group of initiatives that helped and still have a great impact on Dubai,” Dr. Reed remarks.

SUCCESSFUL

graduates

TEXT > **Noora Al Balooshi & Sara Al Jawi**

Throughout the years, Dubai Women's College (DWC) cultivated the spirit of perseverance, hard work and discipline in its students. Many graduates left the College and entered the real world with high spirit and big ambitions, DWC's graduates worked hard with passion and love till they achieved their dreams and ambitions, but they are not going to stop there. It is just the beginning of their successful careers.

"There was a lot of pressure of course, but it was for our own good after all," Lootah says.



Hala Lootah, Director of the Government Communications Department in the Ministry of Foreign Trade

Hala Lootah

A 1993 graduate from DWC Lootah is one of the first batches of DWC graduates. Her time as a student at DWC was enjoyable and challenging at the same time where she had to cope with DWC's education system and projects. "There was a lot of pressure of course but it was for our own good after all," Hala remarked. Her experience at DWC was memorable. "They made sure to prepare us for the real world by building in us a sense of responsibility, leadership and pushing us to present ourselves in front of many audiences," she noted.

Lootah's first job after graduating was a Marketing Manager at Shell Markets Lubricants. She was well-prepared for her job due to the work placement she had when she was a student. She is currently a Director of the Government Communications Department in the Ministry of Foreign Trade. One of her ambitions is to become a UAE ambassador. "After 14 years of fruitful

work experiences, and achieving the Leadership Award from DWC, and getting my Leadership in Business from the Wharton Business School, U.S.A. I am planning to become a UAE ambassador where I can represent my country in the best way possible," she says.



Muna Al Boom

Al Boom is a 1999 DWC graduate majoring in Business Administration. One of her ambitions is to have her own business and now she is in the process of making it true. She is currently a successful Emirati lady who owns a fashion shop in Dubai. "DWC was a unique experience; it made me see things in a different way," she remarks. Her first job was at Emirates Petroleum Products Company (EPPCO).

She had big ambitions to achieve and DWC helped her develop her skills tremendously. "I learned that you must work hard to achieve good results and that I have to always keep an open relationship with people around me. It taught me that sometimes I should use my mind instead of my heart," she comments.

Mareyah Mohammad

She is an Applied Business Science graduate who received a Bachelor's degree from DWC in year 2000. She started her career in the banking industry with HSBC Bank in 1999 and is considered one of the first batch of the staff officers' trainees program at the bank. "Staff officers' trainee is a graduate trainee program which was offered at HSBC. We were trained throughout different departments at the Bank to be then offered a Staff Officers grade. This program was under the name (MUSTAKBALAK)," she notes.

Her 3 years of experience in HSBC covered both the corporate banking and the trade services departments. She was also involved in setting up the first of its kind Factoring Services Department at the Bank. She later decided to move to the Financial Audit Department of His Highness Ruler's Court of Dubai after gaining a solid experience at HSBC, and stayed for 6 years where she got involved in audits and assignments.

Mareyah is the first Emirati female who is the Head of Audit Sector, Banking & Finance,

in the Financial Audit Department. She also has her own business (Yebab.com) which is the first Emirati website that has everything related to weddings and a member of Sheikh Mohammed Bin Rashid Establishment for Young Business Leaders. "The rules and regulations of the College as a whole help the students to become assertive and disciplined graduates and the graduation project by itself combines all skills required for a student to be ready for the workplace," she notes.

Hala Al Marri

She graduated from DWC with a Diploma degree in Office Technology in 2001. After graduating she was prepared to work with confidence because she developed many skills while she was a student at DWC such as presentation skills, time management, fluency in English language, punctuality, organisation and interpersonal skills. "I was lucky to have my first work experience at DWC as a Receptionist", it was a chance to learn from people from different walks of life, and interact with teachers and students and visitors at the same time," remarks Al Marri.

After working at DWC, she moved to another job but she was carrying a lot of knowledge and confidence that developed her responsibility and skills. She is now a Senior Membership Representative at Dubai Chamber of Commerce. She has also previously worked at the Dubai Business Women Council. She worked independently and managed all administration and public relations.

Her main focus now is on her job and she believes if she had a chance to start her own business she will build her own public relations and networking business. "It was my pleasure to be a student at DWC, the College prepared



Mareyah Mohammad, Owner of Yebab.com



Hala Al Marri, Senior Membership Representative at Dubai Chamber of Commerce

me very well for the workforce, which is the reason why I keep encouraging my family members to join the Higher Colleges of Technology (HCT)," she comments.

Mariam Bin Natoof

Bin Natoof graduated from DWC in 2002 with a Higher Diploma degree in Applied Media Studies. She has more than 6 years of experience in communications and management. "DWC taught me the necessary basics to succeed in the real world of work such as project management, planning, working within a team and organizational skills," she remarks. She believes DWC prepared her for entering the real world by doing real projects and assignments. She worked as a graphic designer from 2002-2006 in Emirates National Oil Company (ENOC). She also worked as Corporate Brand Manager for Emirates National Integrated Telecommunications Company (du) from 2006-2008.

Bin Natoof now is the Founder and Director of her own business Natoof Designs (www.notoof.ae), an online design studio that provides a wide mixture of services ranging from design concepts to print production and web design. She believes success does not affect her personal life at all, but it affected her career in a good way and success would only make her want to provide the best and always compete in the market.

Al Joud Lootah

"I am a graphic and fashion designer with a heart for success and a head for business." Al Joud Lootah is a 2007 DWC graduate. She graduated with a Bachelor's degree in Applied Media Studies majoring in Graphic Design. Al Joud is a successful Emirati lady who owns her own fashion brand, "Niftee", established in 2005, where she merges her designs and illustrations with fabrics and embellishments on T-shirts.

While she was a student at DWC, Al Joud "was a creative, yet headless chicken," she notes. She worked hard to be an A student for

5 continuous years. DWC raised her to be independent, strong, and outspoken by facing many ups and downs during her education period and by handling myriad difficult and real projects. "DWC helped tremendously in sculpting our skills and improving them," Lootah notes.

She has several achievements like Sheikh Rashid Award for Scientific Outstanding. Her design has been published in two books (Arabesque and Los Logos 4) and her T-shirts were featured in several TV channels and magazines internationally and locally. She describes her success as milestones in order to reach higher ambitions.

Muna Bin Kalli

Bin Kalli graduated from DWC in 2007 with a Bachelor's degree in Applied Media Studies. Her experience at DWC is full of memories including events, mentors, teachers and guest speakers. According to Bin Kalli, DWC offers students an opportunity to participate in optional activities, programs, events and conferences. She is convinced these activities helped her to develop her work skills, such as troubleshooting, public speaking and team playing, which are essential to one's success in the workplace.

DWC's Career Center helped her to identify employment opportunities to match her qualifications. It also offered a variety of workshops on how to prepare for the first job such as intercultural communication, workplace realities, developing a positive professional attitude and employment trends. She has always wanted to follow a career in Events Management. Now she is the Executive Director of Dubai Ladies Club where she holds the mandate to supervise all management functions of the club. She also draws up the general strategic framework while developing relations with similar regional and international organizations.



Al Joud Lootah, Owner of Niftee Fashion Brand.

"DWC was a unique experience; it made me see things in a different way," remarks Bin Kalli.



Muna Bin Kalli, Executive Director of Dubai Ladies Club

“The most important ingredients DWC reinforces in its graduates are work under pressure, fortify the utmost skill, and most importantly replace theory with applied projects and assignments, which contributes majorly in the work environment,” she asserts.

Sameeha Al Jawi

“DWC enabled me to interact with different cultures and challenged me to be a part of a productive team,” notes Sameeha Al Jawi, a 2004 DWC IT and Business graduate. She is an Emirati woman who just wanted to have more knowledge. “I love education very much, but sometimes I complained about the projects and not having enough time to finish them! I thank DWC for making it hard on me then because I face bigger and harder tasks now and I would not have been able to handle them as I am doing now if it was not for those deadlines and strict rules,” Al Jawi remarks.

Back during her college days, she used to juggle a lot with time, family, college and friends as it was hard to balance everything all at the same time but she managed to do so. “When I first started at DWC I could not rely on myself 100%, but after I had graduated, I figured out skills and talents that I did not know they existed in me! I became mature and my mind started to think differently thanks to my teachers and friends who affected my life,” she notes.

Those are just a few highlights told by big achievers who all graduated from DWC. This College which raised thousands of National girls become successful women and helped them turn their dreams into reality. DWC is not just a normal college that focuses on education only, it is more than that. It can be your family, your mentor, your guide through a meaningful and successful life that may be full of achievements and accomplishments if you aim for it!

DWC Firsts:

- **Noora Jumaah:** 1992 graduate, Higher Diploma Degree in Business First Emirati Female Diplomat in China.
- **Nahlah Bin Fahad:** 1998 graduate, Higher Diploma Degree in Communication Technology (now Applied Communications) First Emirati Female director of Video Clips
- **Safia Ibrahim:** 1999 graduate, Diploma Degree in Business. First Emirates Female Emirates Airline representative in Indonesia.
- **Mareyah Mohammad:** 2000 graduate, Bachelor's degree in Applied Business Science. First Emirati female as Head of the Audit Sector.
- **Hanan Al Muhairi:** 2006 graduate, Bachelor Degree in Communication Technology (now Applied Communications) and First Female Emirati Horse riding team
- **Hind Mohammad Al Delail:** 2006 graduate, Bachelor's Degree in IT First Female Drilling Engineer in Dubai Petroleum Company



DWC's unknown soldiers

TEXT > **Shamsa Ahmad**

Working on a special issue celebrating Dubai Women's College's (DWC) 20th anniversary is a special task in itself. As a current DWC student, I experienced a great deal of pride and joy getting to know about our graduates and their success stories.



Dr. Howard Reed

Behind the scenes, however, are many individuals who helped the graduates grow and get to where they are today. Passionate about their work, many DWC teachers and staff members have devoted their lives and career for DWC to help Emirati students succeed personally and professionally.

On its 20th anniversary, DWC also celebrates the success, hard work and loyalty of its staff and faculty especially those who have been working at the College for more than 15 years. They are DWC's unknown soldiers whose time has come to shine and be celebrated.



Dr. Behjat Al Yousuf

MANAGEMENT

Dr. Howard Reed

Dr. Reed joined DWC in the Summer of 1991 as a College Director. The College was located in a small temporary facility that had approximately 200 students and about 50 faculty members. It quickly grew to 2,200 students and over 200 total staff in 20 years.

Talking about his 18 years experience with DWC, Dr. Reed finds it difficult to describe the whole journey. He believes his DWC journey "evolved from an adventure with my wife to something that became a part of our life. We have been here so long and the College is a part of me." The experience has been hugely rewarding and fulfilling for Dr. Reed. He feels good about it and very excited and proud when he hears one of the graduates accomplishing something huge. The most fulfilling achievement for Dr. Reed is that of the graduates. "We have so many graduates out there who are doing things they never believed they would ever be doing, and I am so lucky to have played a little part in that development," he remarks.

Dr. Behjat Al Yousuf

Dr. Al Yousuf joined DWC in October 1990 as an IT faculty. She went on leave from 1996 to 2000 to pursue her Ph.D. in Software Engineering. In 2000 Dr. Al Yousuf returned to the College as an IT Department Supervisor. She became DWC's first Emirati Associate Director in 2006.

While supervising the IT Department, Dr. Al Yousuf managed to help the Department win many awards, establish Al Jawda Zone, participate in international trips, and introduced the Graduate Recruitment Strategy. In her role as an Associate Director, she helped start a Dental Nursing Program, and is currently in the process of establishing a Bio-Medical Engineering Program.

Dr. Behjat gained so much from her DWC experience especially in the field of communications, management and leadership. "I think I am a more effective person now because of DWC," she asserts.

Brian Keenan

Keenan joined DWC in August 1993 as an English teacher in Foundations. He was promoted to a Department Chair- Higher Diploma 1 in 1995. Keenan then moved to head the Diploma Year Two Department in 1999. After spending 10 years with DWC, he was promoted into his current position, Dean of Foundation and Diploma Division.

Keenan's academic contributions to the college were mainly in the Diploma area where he worked. He developed an integrated project-based curriculum for the Diploma Program and created a general program that combined skills from business and IT. He is the organizing force behind bringing The Seven Habits of Highly Effective People workshops to DWC.

"To be giving young Emirati women the skills to go out and help develop their country gives me a great feeling," Keenan notes.

Alison Harding

She joined DWC in January 1990. Harding has worked in a variety of positions over the years. She was first an Administrative Assistant and was promoted later to become Administrative Officer for the Heads and Supervisors. Harding left DWC after 3 years and 4 months and

returned a year later in 1994. She worked on a temporary basis in many departments such as Finance and Administrations, Student Services, and Public Relations. She started working with Dr. Reed in 1997 as Executive Assistant and continues to hold this position until today.

Harding brought her experience of working at a large Community College in the U.K. for 9 years as Executive Assistant to the Director of Academic Programs to DWC.

"A very satisfying experience to see how students enter, develop and graduate and hold high ranking positions in the outside world," Harding says.

SERVICES

Joaquim Pereira

It was in 1989 when Pereira joined DWC. When he first started, he was an Administrative Assistant. It was hard work, dedication and pro-activity that gave him the post of Facilities Assistant. He received the 2nd outstanding non-teaching staff of the year in 2002. Pereira enjoys being an active member of DWC's dynamic Facilities Department. He enjoys working on various events of the College.

Providing prompt services, going overboard at times for completing deadlines and ensuring normality to classes just after major events give him a sense of satisfaction; thus earning the trust of one and all.

"Each day at DWC is a learning process. The College sponsors many courses that give scope for personal improvement and can also contribute to everyone's efficiency in the College," he says.

Dominic Monteiro

Monteiro joined DWC in 1990 as the driver of the first bus the College had. He used to pick the students up from Ras al-Khaimah, Umm al-Quwain, Ajman and Sharjah. As the number of students increased, the College hired Emirates Transport and his job grew into transporting electronic items, purchases or taking guests and VIPs to places. He works now as Administrative Assistant.

To Monteiro, it does not feel like 20 years had already passed as he still remembers the old



Brian Keenan



Ghassoub Mus



Joaquim Pereira



Jyothi Ganglani

College and the old students. “Many of the students I used to drive to the College in those days still remember me...they come to see me and I feel so proud.”

Ibrahim Athugam

In April 1992, Athugam became a member of DWC as an Office Assistant. He was later promoted into an Inventory Assistant. Athugam established DWC's Stores Management procedures for incoming and outgoing goods.

“I learned much about inventory management from my experience at DWC. It enriched my knowledge in large inventory management,” he explains.

FACULTY

Ghassoub Mustafa

Mustafa joined DWC in 1990 as an English Faculty. Mustafa has participated in developing students' linguistic and business skills. He has also contributed greatly to most college main events. One of his main contributions has been organizing events and training Masters of Ceremonies.

He came to DWC with a good deal of experience in teaching, but being in this vibrant environment has given him the opportunity to develop his teaching and his educational psychology to a great extent. “Learning in this college has no limits,” he notes.

“My students have been a great source of learning and they have given me the chance to excel as a result of their appreciation of what a teacher can offer. DWC enriched my academic and professional life,” Mustafa remarks.

Shankar Subramani

Subramani is a Business Faculty who joined DWC in 1991. He coordinated several courses at the Higher Colleges of Technology (HCT) System level, designed, developed, implemented and evaluated several student-learning projects under the project-based learning model, initiated contacts with industry and community partners including the first Job Shadowing program for the Diploma students, and facilitated Yoga and Meditation sessions for faculty and students.

He is also a member of the teams who organized major HCT and college level events / conferences, led and taught several courses all the way from the Diploma Level to Higher Diploma /Bachelor level, organized the first DWC's sports days that have now expanded and evolved into a fantastic event.

Working at DWC has not been about having an eight to five job; growing while on the job is a major component of being a member of the College. “During my tenure at DWC, I have been able to work towards many substantial higher degrees including an MBA from Manchester Business School, CIMA and ACIS, and a very coveted Cambridge Certificate in English,” Subramani notes.

Jyothi Ganglani

Ganglani joined DWC in 1993 as an Information Technology teacher. She is passionate about the social entrepreneurship projects that she has implemented with her students.

The most meaningful contribution, to Ganglani, is that she developed a Graduate Recruitment Strategy which focuses on making DWC graduates more employable and enhancing their career opportunities. She has also integrated social entrepreneurship projects into the IT curriculum which “fosters an entrepreneurial spirit amongst DWC students to become agents of change.”

“While at DWC, I have had the privilege to work with experts in various fields ranging from IT, education, health and social entrepreneurs,” Ganglani says.



OUR PARTNERS

TEXT > **Eman Al Owais & Jumana Al Ghanem**

On its 20th birthday, Dubai Women's College (DWC) celebrates also the many partners who contributed to its success. A few partners are highlighted in this feature.



MASHREQ

Mashreq bank, controlled by Al Ghurair Group, is the largest private bank in the country. Established in 1967 as the Bank of Oman Limited, Masreq bank is the second oldest bank in the UAE. In 1991, the name changed to Mashreq and it started to grow not just in the UAE, but also in Qatar, Bahrain, and Egypt and other overseas offices. Mashreq believes in investing in Emirati youth talents.

Mashreq contributed to the Emiratization success in the UAE and continues to provide employment and training opportunities to local talents. It has been playing an important role in supporting DWC's mission of investing in talented students and graduates.

In October 2003, DWC partnered with the bank on a work experience program that provides students with practical orientation in banking, through workshops and work placement. Masreq is also a major participant in DWC's employment day.

Mashreq has been also a major sponsor to many of DWC's events and initiatives including DWC's annual Bazaar, financial services and banking program, conferences, international field trips, and guest speakers. Masreq twice sponsored World of Work Conference, an annual event organized by the Diploma Year One students.

In May 2008, a guest speaker from Mashreq discussed training and development issues and concerns for UAE nationals at the World of Work conference. In January 2008, it hosted 14 students from DWC on a Financial Tour to Hong Kong. This trip gave students an opportunity to visit one of the most dynamic financial centers in the world, which will empower their skills in the banking sector.

THE DEPARTMENT OF TOURISM AND COMMERCE AND MARKETING (DTCM)

The Department of Tourism and Commerce Marketing (DTCM) was established in 1997 in order to help in promoting Dubai's vision to the world. DTCM has 18 offices in foreign countries including New York, London, Paris, Frankfurt, Stockholm, Milan, Moscow, CIS

and Baltic, Sydney, Johannesburg, Mumbai, China, Hong Kong, Tokyo, Saudi Arabia, and Zurich.

DTCM has been involved with DWC in helping students find employment opportunities. It has participated in several DWC events including the Employers' Day and other training events. They have also sponsored twenty-three students from DWC as part of the Career Development Program, a work placement program in tourism and hospitality industry.

DUBAI HEALTH AUTHORITY

The Dubai Health Authority (DHA), previously known as the Department of Health and Medical Services (DOHMS), is a Dubai government department that has been collaborating with the College since its early days. DHA provided many career opportunities throughout the years to DWC graduates.

"DWC graduates are highly qualified to deliver great quality of work... they are creative and self-confident," notes Amina Malalla, Head of Health Education and Nutrition at Dubai Health Authority. She explains that DWC graduates enjoy excellent written and verbal communication skills, a positive attitude, capability of learning quickly and following instructions, ability to work under pressure and meet deadlines, and self-motivation.

In addition to employment, DHA partnered with DWC in several areas including the establishment of the Wellness Center. The Authority also participated in the Health Awareness weeks organized by DWC's Student Affairs Department.

HSBC BANK

HSBC Bank is a well-known banking and financial services entity in the world. HSBC's international network covers around 9,500 branches in 86 countries and regions in Europe, Asia-pacific, Americas, Africa and the Middle-East. In addition to their strong sponsorship contributions to several DWC initiatives, the Bank is a supporter of the Emiratization drive in the UAE.



"DWC graduates are highly qualified to deliver great quality of work...they are creative and self-confident,"

Amina Malalla, Head of Health Education and Nutrition, Dubai Health Authority

It has been involved in so many activities and events with the College including sponsoring international study trips and providing financial services and banking training for the Business Department. DWC has awarded HSBC Bank twice as the best employer in the private sector.

DWC's partners have contributed to its successes throughout the past 20 years. DWC's Team, students, graduates, and community members all acknowledge all partners contributions and look forward to establishing more and more partnerships.

FRIENDS OF DWC

- H.E. Abdul-Aziz Abdullah Al Ghurair, Chief Executive Officer-MashreqBank Psc
- Abdulkarim Hannawi, CEO-Abela & Co. LLC
- H.E. Abdulla Abdul Rahman Al Shaibani Secretary General-Dubai Executive Council
- Abdullah M. J. Al Naboodah, Vice-Chairman -Saeed & Mohamed Al Naboodah Group
- Abdulla Saeed Al Thani, Chairman and CEO-Thani Corporation
- H.E. Ahmad Atiq Al Jumairi, Former Director General-DOHMS
- H.E. Ahmed Humaid Al Tayer, Chairman-Commercial Bank of Dubai, Chairman Emirates NBD
- Anis Al Jallaf, Former CEO-Emirates Bank
- Habiba Al Marashi, Chairperson-Emirates Environmental Group
- H.H. Sh. Lubna bint Khalid Al Qasimi, Minister of Foreign Trade
- H.E. Dr. Mariam Matar, Director General-Community Development Authority
- H.E. Mattar Al Tayer, Chairman of the Board & Executive Director-RTA
- Mirza Al Sayyegh, President-Al Maktoum Foundation
- H.E. Mohammed Al Murr, Vice Chairman-Dubai Cultural Council
- H.E. Qassim Sultan, Former Director General -Dubai Municipality
- Dr. Sulaiman Al Jassim, Vice President-Zayed University
- Salem Ahmed Abdulla Almoosa President-Al Moosa Group Investment LLC

LONG-TERM PARTNERS

Education

- Sukaina School
- Asma School
- Al Sufooh school

Employers

- Emirates Airlines
- AL Mashreq Bank
- Emirates NBD Bank
- Etisalat
- HSBC Bank
- Dubai Islamic Bank
- JAFZA

Technology Support

- Microsoft
- IBM
- Jumbo

Media

- Al Khaleej
- Khaleej Times
- Al Bayan
- Gulf News

Student Aid Support

- Mohammed bin Rashid Establishment
- Al Maktoum Foundation

Government

- Dubai Municipality
- Dubai Police
- Dubai Health Authority (DHA)
- Dubai Airport Free Zone
- Department of Tourism

RECENT PARTNERS

Employers

- Standard Chartered Bank
- Barclays Bank
- RBS Bank
- Mawarid Finance

Media

- AMG (Noor Dubai)
- Dubai Media Incorporated (Sama Dubai TV)

Student Aid Support

- Humaid Bin Rashid Al Nuaimi Foundation

Appreciation

- Yebab.com
- Events Production
- Jamal Matar
- Dubai Sports Club

Government

- RTA
- Ministry of Social Affairs

MILESTONES

DWC reaching its goals

TEXT by > **Career Center, DWC**

- 1989 • Start of Dubai Women's College-145 students
- Programs offered: Higher Diploma in Business & Technology 1992
- 1994 • Introduction of Communication Technology Program
- Enrollment exceeded 500 students
- 1995 • Certificate Program and Health Sciences Program launched
- Health Science Agreement with the Health Department
- 1996 • Enrollment exceeded 1000 students
- 1997 • Business Administration Bachelor of Applied Sciences Program launched
- First graduates from the Certificate program
- 1998 • Student enrollment exceeded 1500
- Software Engineering Program launched
- First graduates from the Diploma and Bachelor's Programs
- Opening of the new Campus by H.H. General Sheikh Mohammed Bin Rashid Al Maktoum
- 1999 • Bachelor degree in Business Information Technology launched
- Career Center established
- Connecting with Tomorrow series of seminars started
- New Certificate options: Medical Administrative Technology, Tourism and Travel, Financial Services & Banking
- Letter of agreement with Ministry of Labor and Social Affairs
- Establishment of Al Jawdah Zone (Student Run Business)

- 2000**
 - Student Enrollment exceeds 2000
 - Launched 3 new Higher Diploma programs - Computer Network Engineering Technology, E-Commerce and Tourism and Travel.
 - Bachelor of Education Program launched
 - Laptop learning initiative launched
 - First BITE Bachelor Program graduates
 - UAE Careers 2000 Partnership with Dubai World Trade Center
 - Commencement of Int'l Study Tour Initiative. Countries visited: Singapore and Germany.

- 2001**
 - Bachelor degrees in Information Management and Communication Technology launched
 - Establishment of Wellness Centre
 - Established - MeBank and Al Waha Zone (Student Run Businesses)
 - Accreditation by ACBSP (U.S.A.) of BAS qualification in Business Administration
 - International study tours: Switzerland, Singapore, U.K, U.S.A. and Japan

- 2002**
 - First Alumnae Conference 'Be an Entrepreneur' in partnership with the Sheikh Mohammed Establishment
 - Integration of physical fitness program into the curriculum
 - First International Women's Day event
 - Memorandum of Understanding with the Dubai Media City
 - International study tours: Switzerland, U.K., Turkey, Australia, Denmark, and Malaysia

- 2003**
 - Completion of Phase II construction and enrollment exceeds 2,200
 - Dubai Emirate funding of additional intake of new DWC students
 - International study tours: Malaysia, Switzerland, Australia, Melbourne, Hungary, England, South Africa and USA.
 - Launched two Higher Diploma degree programs – Pharmacy and Medical Imaging
 - IT students launch Techno Services Team and office at Knowledge Village
 - Global Video Conference held in conjunction with Dubai 2003
 - Campus became 100 percent wireless
 - IBM Think Pad University Fly In held
 - UNESCO chair in Communication Technology and Journalism launched

- 2004**
 - Phase III construction begins
 - International study tours: Germany, Ireland, Australia, England, and U.S.A.
 - International work placements: India, Egypt, and England
 - UNESCO Chair holds Gulf Regional Conference on empowering women through IT
 - Jewellery and Paramedic Programs launched
 - Strathclyde MBA Program offered at DWC through HCT/CERT
 - First global Insight Dubai Conference held

- 2005**
 - IT Weekly Arab Tech. Award for Outstanding Achievement in the Use of IT in Education
 - Mohammed Bin Rashid Award for Young Business Leaders for Best University/ College in Entrepreneurial Education
 - UNESCO Chair launches Distinguished Women in Media Lecture Series
 - CFA/CMA courses launched
 - Deakin M.Ed program offered at DWC through HCT/CERT
 - Hosted Women in IT – Leading Change Conference
 - International Study tours: Australia, Sydney, Kuala Lumpur, Malaysia, Czech Republic, Italy, Germany, Switzerland and U.S.A.
 - International work placement: Egypt

DWC a promise of excellence con

Al Hasawi, HR Relationship Officer, Mashreq Bank. The strict policy of attendance teaches students punctuality. Students learn to respect time. After a few years of strict attendance policies, students are already used to act like professionals and be punctual in their meetings and jobs. "What we hear about our graduates is that of all the universities and colleges our graduates are the ones who are best prepared for work," Keenan notes.

Employers search for graduates who are flexible, organized, professional and creative. "In comparison with other graduates from other institutions in the country, DWC graduates bring to us added value in their level of commitment, dedication, confidence and ability to adapt to their new working environment," says Joanna Al Najjar, HR Business Support Director at du, Emirates Integrated Telecommunications, PJSC. Being confident and professional is an important quality that new employees have to have which makes them produce and make proper decisions at work. "They are there to work and always work professionally," says Al Awadhi. So, if you wonder whether graduating from DWC makes a difference in getting employed, talk to employers like Al Najjar who believes that "DWC has proven time and time again to possess the seeds of talent that we seek for sure."

Being punctual, respecting others, working hard, speaking good English, meeting deadlines and being professional are all required characteristics of DWC students. "Being a student at DWC gave me the opportunity to practice the future by developing such skills as confidence and professionalism," affirms Al Tenaiji. Practicing the future before experiencing it makes students take all the good qualities with them and inspires people around including employees, head of departments, managers and even mothers. DWC graduates always shine.

Yesterday and Today - a look into the future cont.

Additionally, using an information system, students can independently check on their assignments, final grades, attendance, college's notices, schedules and many other personal and academic services. There are also other important services available for students such as, a complete career preparation service and more than 400 commercial online courses related to different topics in IT and business.

"We had always been a head of the pack, we had always introduced our students to new technology, newest equipments and new ways of doing things and the work of our graduates speaks for itself," noted Dr. Bilkhair.

A Look into the Future

DWC will continue its mission of, "providing an exceptional learning environment for young Emirati women that enables them to "Practice the Future" by developing confidence, professional excellence and ethical commitment."

This is all in attempt of serving UAE's diversified communities and providing Dubai with high-quality, well-prepared graduates. DWC graduates will hopefully, continue adding to the success of Dubai and its economic development.

So where will DWC be in 10 years from now? "I suppose you can ask the same question about Dubai. Where is it going to be 10 years from now? For sure, we will keep adding new majors like in September we are going to add Biomedical Technological Engineering. We will be also improving other majors. The HCT will hopefully add general courses for students to have general education combined with their technical skills. Also all students, whom are joining Higher Diploma programs will be in Bachelor programs." *Dr. Howard Reed*
18 years with DWC

"I see DWC Competing with international institutions and moving more into technology-based learning." *Dr. Ghassoub Mustafa*
19 years with DWC

ACCOMPLISHMENTS

during our 20th birthday

TEXT > from Department Chairs

Education

- Raised funds for Dubai Autism Center
- B Ed ECE program designed at DWC now being taken up by 3 colleges
- One student completing part of her Teaching practicum in a London kindergarten
- B Ed ECE and ELTS students story books to be published in the UAE by Jerboa publishers

Higher Diploma 1

- Organized the DWC Speech competition
- Hosted the Blended Learning Symposium Day
- Held World Tolerance Day event at DWC
- Successful VIEs with Korea using Second Life, and NYU using the Global e-classroom
- Coverage in the Guardian Weekly, Christian Science Monitor, Khaleej Times and PBS for Second Life English language program.

Diploma

- Diploma World Food Day project
- 2 Dip students winning places to represent DWC at the HCT National Speech Comp.
- Al Waha having over 1million Dirhams in sales
- Family Computer School doubling in size to over 140 trainees

Applied Communications

- 'Finding Mr. & Mrs. Right: Dubai Style' winning third place in the students documentary competition at Gulf Film Festival
- A student winning Tamiaz Award
- Participating at the Congress of the Americas II, Mexico
- AGIdeas Design conference, Australia
- 'Designing Water's Future- Blue Day', Hon. Mention in the INDEX: | AIGA Aspen Design Challenge: Designing Water's Future

Information Technology

- Partnering with Microsoft (DigiGirlz forum)
- 13 students of DWC-IT networking program visited China in partnership with Huawei
- Hosted the HCT IT Students' Conference
- Receiving accreditation of from the Canadian Information Processing Society (CIPS)
- 4 students winning the first place award in the HCT online environment competition
- introducing a new IT Business major

Health Sciences

- Launching the Bachelor of Midwifery Program for registered nurses.
- Graduating the 2nd batch of National certified Paramedics
- First batch of Diploma Dental Nursing Program to graduate in June, 2009

Business

- Launched three new Bachelor programs in Accounting, Human Resources and Real Estate
- Conducted 3 ISTs: Italy, Hong Kong, and U.S.A.
- 3 Business students went to Scotland-Maktoum Institute
- 5 Financial Services students and one teacher won Tamaiz awards
- 2 Financial Services students won the Mosaic International Leadership award
- Faculty winning the ACBSP Region 8 Teaching Excellence Award
- The Insight Dubai conference: 55 international students from over 30 countries
- Entrepreneurship Center received support from Mohammed Bin Rashid Foundation and will open in October

coming soon...



Applied Communications Graduates Exhibition 2009

Opening - 2nd June

Exhibition - 2nd - 4th June, 2009

Cultural and Scientific Association
Al Mamzar, Dubai